

#WowAmerica - “Diplomacy through visuals (Photos, Videos and Infographs)”



Project Title	#WowAmerica - “Diplomacy through visuals (Photos, Videos and Infographs)”
Project Summary	Start a digital interaction by sharing a visual with some amazing facts about America. Amplify U.S. Consulate General Lahore’s efforts to engage with Pakistani youth via digital platforms. Share photographs, infographics and small videos to show diversity of the United States of America
Country	Pakistan
Agency	Department of State
DoS Office	N/A
Post	LAHORE
Section	PAS
Number of Interns	4

Project Description

You will amplify digital engagement with Pakistani youth. With more than 2 million Facebook fans and 19,000 Twitter followers, post’s digital presence is ever expanding and is most popular among students and young people. More than 95% of the Facebook fan base of U.S. Consulate Lahore is under the age of 35, leveraging social media outreach to promote information about U.S. cultural diversity is one of the top priorities of all digital platforms.

90% of information transmitted to the brain is visual. Visuals are processed 60,000X faster in the brain than text and visual content is social-media-ready and social-media-friendly. The eIntern will post some images with information about any interesting thing about the United States. The topic can range from a historical building to studying as a foreign student in America. It can be an infographic containing some amazing information about the country or a 60 second video of any event.

Desired Skills Interests

Skill
Digital media

Editing
Twitter
Video design
Video editing
Facebook
Infographic design
Graphic Design
Social Media
Infographics
writing
Photography
Videography Skills
Video

Additional Information

This eIntern project is designed for students who know how to leverage social media platforms as constructive engagement and discussion tools, are connected with the international student community at their university campus, and are comfortable with taking photographs, graphic design and compiling and editing short videos with subtitles. Students with Urdu language skills may make strong candidates. Students with other areas of concentration who have relevant experience are also encouraged to apply.

Desired Interest and Skills

Familiarity with photography, infographics tools, photo and video editing tools. Knowledge of filming short video segments, editing video, and adding subtitles. Interested in promoting U.S. culture, diversity, values and studying opportunities to young Pakistanis. Passionate about connecting young people across continents and focus cross-cultural educational experiences.

Additional Information:

Interns can choose any topic to make visuals that can engage Pakistani audiences. Ranging from diversity in America to an event like:Halloween.

Some of the examples, keeping in view the audience in Pakistan, are like:

Museums in America

Muslims in America

Mosques in America

Ramadan in America

NASA

Universities in America

Statue of Liberty

Disney Land

Studying in America

Americans' favorite foods

American Presidents

The American Flag

American English
Hollywood
States of America
American Music

Language Requirements

None